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IN THE CLAIMS:

1. CANCELLED.

2. (Currently Amended) Method for addressing at least one service in a data communication system which includes at least one data transmission network for transmitting information in at least one data transmission stream, the method comprising:

transmitting a service to at least one data transmission network from at least one service provider, and

assigning identification data to the service, including an original network identification and service identification,

wherein, on the basis of the identification data, the transmission stream and a location therein is retrievable for use,

wherein the service is also assigned a non-numerical textual service identifier including a service provider name and a service name,

wherein a relation is assigned between the non-numerical textual service identifier and the identification data,

wherein on the basis of the non-numerical textual service identifier and the relation, the identification data is retrievable, and

wherein the method further comprises changing the identification data and the relation while maintaining the non-numerical textual service identifier and substantially maintaining the service.

~~Method of addressing at least one broadcast service among plural services, or for addressing at least one service component, in a data communication system having at least one data transmission network that is for transmitting information in at least one MPEG data transmission stream, at least one of the plural services including said at least one service component, the method comprising the steps of:~~

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~~transmitting the at least one broadcast service from at least one of several service providers to the at least one data transmission network;~~

~~assigning broadcast identification data to each of the at least one broadcast service, which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the at least one broadcast service within the broadcast transmission stream, and~~

~~assigning broadcast identification data to the at least one broadcast service component for identifying the at least one service component as well as identifying a broadcast service for transmitting the at least one service component,~~

~~wherein the broadcast identification data assigned to the at least one service component is for serving as a basis to retrieve the broadcast data transmission stream, which is for transmitting the at least one broadcast service and the at least one broadcast service component, and to retrieve a location in the broadcast data transmission stream,~~

~~wherein the at least one broadcast service or the at least one broadcast service component are assigned non-numerically descriptive worldwide globally individual identifying name information and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data, and~~

~~wherein, based upon the non-numerically descriptive worldwide globally individual identifying name information and the relation, at least one of the broadcast service, the broadcast identification data of the at least one broadcast service or the at least one broadcast service component is retrievable by a receiver device which obtains the relation from the data transmission stream without accessing a separate data system.~~

3. (Currently Amended) Method according to claim 2, characterized in that the at least one data transmission streams are data transmission streams complying to stream complies with the DVB definitions.

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4. (Currently Amended) Method according to claim 3, in which the identification data are transmitted in SDT table records, characterized in that the name information non-numerical textual service identifier is added to the to a descriptor in the SDT table record, wherein a in order to form the relation is formed between the name information non-numerical textual service identifier and the identification data.
5. (Currently Amended) Method according to claim 3, in which the identification data are transmitted in EIT table records, characterized in that the name information non-numerical textual service identifier is added to the to a descriptor in the EIT table record, wherein a in order to form the relation is formed between the name information non-numerical textual service identifier and the identification data.
6. (Currently Amended) Method according to claim 2, characterized in that the name information identification data further comprises a transport stream identification comprises a service name and a service provider name.
7. (Currently Amended) Method according to claim 2, characterized in that the service components are at least one component of the service includes files transmitted in the in a DSM-CC data carousel.
8. (Currently Amended) Method according to claim 2, characterized in that the service components are at least one component of the service are transmitted in a DSM-CC object carousel.
9. (Currently Amended) Method according to claim 2, characterized in that the name information non-numerical textual service identifier is used as part of a URL address.

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10. (Currently Amended) Data communication system comprising at least one data transmission network for transmitting information on services in at least one data transmission stream, the system comprising:

equipment for transmitting at least one broadcast service of one or several service providers to the at least one data transmission network, the at least one broadcast service being assigned broadcast identification data which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the at least one service which is within the broadcast transmission stream,

means for assigning to the at least one service a non-numerically descriptive worldwide globally individual identifying name information, and

means for forming a relation between the non-numerically descriptive worldwide globally individual name information and the broadcast identification data,

wherein, based upon the non-numerically descriptive worldwide globally individual name information and the relation, the broadcast service identification and the broadcast service are retrievable, and

~~wherein the at least one broadcast service contains a packet of service components,~~

~~wherein the name information refers to a different identification data for obtaining the packet of service components,~~

wherein the system further comprises means for changing the broadcast identification data and the relation while maintaining the non-numerically descriptive worldwide globally individual identifying name information and substantially maintaining the at least one service.

11. CANCEL

12. (Currently Amended) Broadcasting device for transmitting at least one service in a data communication system wherein the data communication system includes at least one data transmission network for transmission of information in at least one broadcast data

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transmission stream, and wherein the at least one broadcast service is assigned broadcast identification data which identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the at least one broadcast service which is within the broadcast transmission stream, comprising:

means for transmitting non-numerically descriptive worldwide globally individual identifying name information for identifying the at least one broadcast service, and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data, to the data transmission network; and

means for transmitting the at least one broadcast service,

~~wherein one of the at least one service contains a packet of service components, and wherein the name information refers to a different identification data for obtaining the packet of service components.~~

wherein the broadcast device further comprises means for changing the broadcast identification data and the relation while maintaining the non-numerically descriptive worldwide globally individual identifying name information and substantially maintaining the at least one service.

13. CANCELLED.

14. (Currently Amended) Receiver for receiving at least one broadcast service in a data communication system, the data communication system including at least one data transmission network for transmission of information in at least one broadcast data transmission stream, in which data communication system the service is assigned broadcast identification data that identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the broadcast service which is within the broadcast transmission stream, the receiver comprising:

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means for receiving non-numerically descriptive worldwide globally individual identifying name information that identifies the broadcast service as well as a relation between the name information and the broadcast identification data, and

means for determining the broadcast service identification data based upon the relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data,

~~wherein one of the at least one broadcast service contains a packet of service components, and~~

~~wherein the name information refers to a different identification data for obtaining the packet of service components~~

wherein the receiver further comprises means for using a changed broadcast identification data and a changed relation, with the non-numerically descriptive worldwide globally individual identifying name information, in order to access a service that is substantially the at least one broadcast service.

15-27. CANCEL.

28. (New) Broadcasting device for transmitting at least one service in a data communication system that includes at least one data transmission network for transmission of information in at least one data transmission stream, the at least one service being assigned identification data including an original network identification and a service identification, the device comprising:

means for transmitting a non-numerical textual service identifier for identifying the service, the non-numerical textual service identifier including a service provider name and a service name, and

means for identifying a relation between the non-numerical textual service identifier and the identification data

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wherein on the basis of the non-numerical textual service identifier and the relation, the identification data is retrievable, and

wherein a changed identification data and a changed relation are compatible with an unchanged non-numerical textual service identifier and a substantially unchanged service.

29. (New) The broadcasting device of claim 28, characterized in that the at least one data transmission stream complies with the DVB definitions.

30. (New) The broadcasting device of claim 29, in which the identification data are transmitted in SDT table records, characterized in that the non-numerical worldwide textual service identifier is added to a descriptor in the SDT table record in order to form the relation between the non-numerical worldwide textual service identifier and the identification data.

31. (New) The broadcasting device of claim 29, in which the identification data are transmitted in EIT table records, characterized in that the non-numerical worldwide textual service identifier is added to a descriptor in the EIT table record in order to form the relation between the non-numerical worldwide textual service identifier and the identification data.

32. (New) The broadcasting device of claim 28, characterized in that the identification data further comprises a transport stream identification.

33. (New) The broadcasting device of claim 28, characterized in that at least one component of the service includes files transmitted in a DSM-CC data carousel.

34. (New) The broadcasting device of claim 28, characterized in that at least one component of the service are transmitted in a DSM-CC object carousel.

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35. (New) The broadcasting device of claim 28, characterized in that the non-numerical worldwide textual service identifier is used as part of a URL address.